"Hey, Bill, where did you buy that wheelbarrow?"

Send the coupon for a complete circular on General "No. 100" and the names of General distributors from whom you can secure it.

A NEW wheelbarrow quickly gets attention in the neighborhood. Especially if it's snappy looking and promises to lighten the work "around the place."

No end of old wheelbarrows would be scrapped if their owners were shown a General "No. 100." It's good looking—strong—balanced—easy to wheel—reasonable in price.

This big replacement field is open right now to hardware jobbers and dealers. Show your customers General "No. 100". Point out its ample capacity—its sturdy 8-spoke wheel that never wobbles—its solid riveted legs—its striking orange-and-black color scheme—its fine finish and workmanship.

General "No. 100's" turn over fast. Every sale rings up a handsome profit. Mail us the coupon.

GENERAL WHEELBARROW COMPANY

Headquarters for
Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Scrapers, Salamanders

3140 E. 65th Street **Cleveland, Ohio**

You'll always recognize General Wheelbarrows by their orange handles

GENERAL WHEELBARROW COMPANY
3140 East 65th Street, Cleveland, Ohio

Send full information about General "No. 100", together with the name of the nearest Jobber who stocks it.

Name_____

Company Name_____

Street Address_____

City, State_____

GENERAL AKRON

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"Here's where I buy a new wheelbarrow"

"THIS old scow has lasted about long enough. Here's where I blow myself to a new one like his."

Householders by the hundred are saying this right now—merely as a result of seeing new, modern wheelbarrows in their neighbors' yards.

How smoothly General "No. 100" rambles along! How well it holds dirt . . and lots of it . . without spilling! How strong looking and well balanced and free from wobbling and weaving! How much easier it makes a man's work "around the place"!

A little work on your part will scrap half the old wheelbarrows in your community and replace them with General "No. 100's". And there are scores of home owners around you who have no wheelbarrow at all.

Sell both classes! Keep plenty of General No. 100's on hand. Mail us the coupon.

You'll always *recognize General Wheelbarrows by their orange handles*

Send the coupon for a complete circular on General "No. 100" and the names of General Distributors from whom you can secure it.

GENERAL WHEELBARROW CO.
Headquarters for
Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Scrapers, Salamanders
3140 East 65th Street Cleveland, Ohio

GENERAL AKRON

GENERAL WHEELBARROW COMPANY
3140 East 65th Street, Cleveland, Ohio

Send full information about General "No. 100", together with the name of the nearest Jobber who stocks it.

Name .....
Company Name .....
Street Address .....
City, State .....

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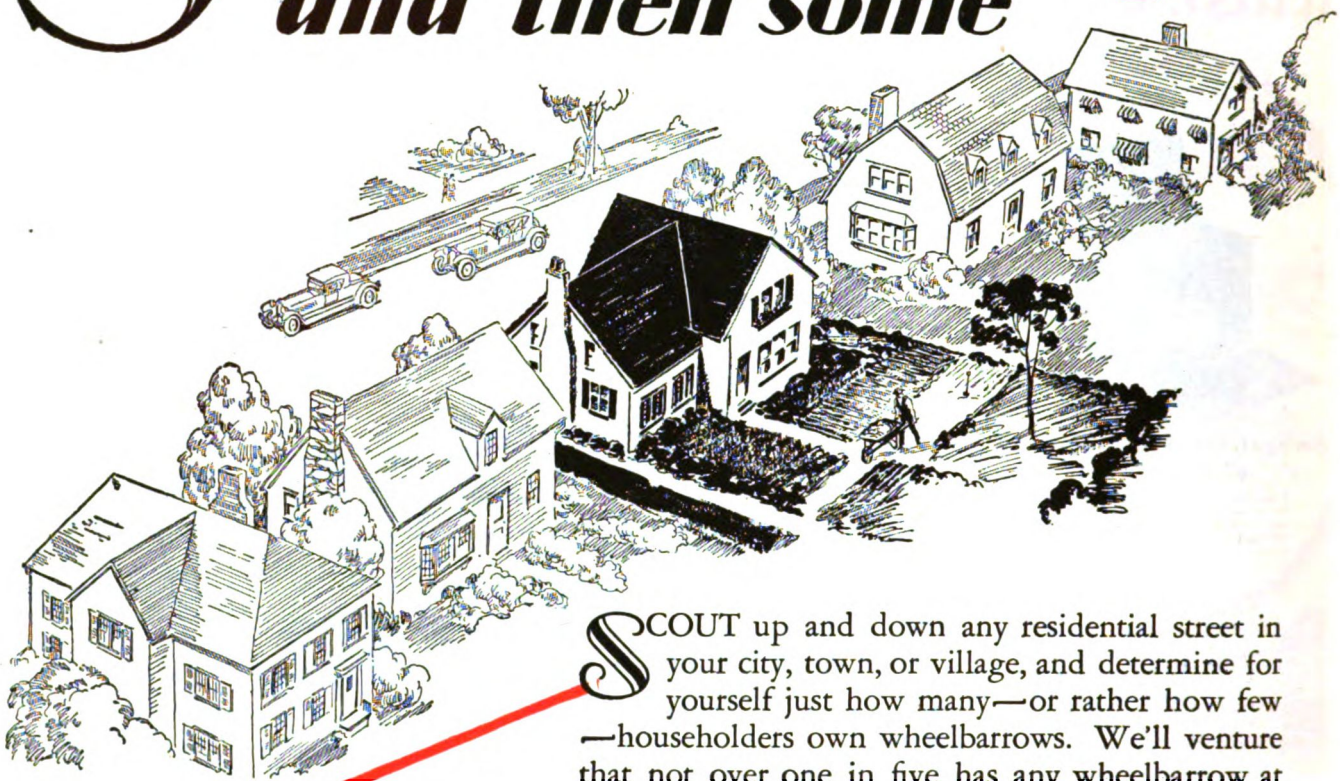
Sell the Other 4--
and then some



SCOUT up and down any residential street in your city, town, or village, and determine for yourself just how many—or rather how few—householders own wheelbarrows. We'll venture that not over one in five has any wheelbarrow at all, and that a good many of the wheelbarrows you do find should be "ditched."

And "ditched" they would be, at a suggestion from you.

By way of *suggestion,* put a General "No. 100" on your floor and another in your window. Get a few "No. 100's" in your customers' yards, and see how their neighbors will order, too.

Sell wheelbarrows, therefore, to the other 4, and replace the obsolete, rickety, wobbly, hard-to-push wheelbarrows in your community. Keep plenty of General "No. 100's" on hand. Mail the coupon.

You'll always recognize General Wheelbarrows by their orange handles.

Send the coupon for a complete circular on General "No. 100" and the names of General distributors from whom you can secure it.

GENERAL WHEELBARROW COMPANY
Headquarters for Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Scrapers, Salamanders
3140 East 65th Street CLEVELAND, OHIO

GENERAL WHEELBARROW COMPANY
3140 East 65th Street Cleveland, Ohio

Send full information about General "No. 100", together with the name of the nearest Jobber stocking it.

Name .....

Company Name .....

Street Address .....

City, State .....

GENERAL AKRON

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Why it pays the Hardware Dealer to buy *General* Wheelbarrows *through* his jobber

Wheelbarrows cannot be sold direct to the retail hardware dealer economically. The unit of sale is small. If the retailer handed the manufacturer's salesman his entire year's business at one call, the selling cost would still be excessive.

But the dealer does not order his twelve months' requirements at one sitting. For one thing, wheelbarrows are too bulky. He "fills in" as his stock moves—possibly half a dozen at a time. Consequently, the orders available to a manufacturer's salesman at any one time will not pay his expenses.

The jobber, on the other hand, can buy in carload lots, because he represents many retailers. He commands carload freight rates, which are about half the less-carload rates. And a carload comes through in half the time.

You'll always *recognize General Wheelbarrows by their orange handles.*

The jobber by carrying a stock provides immediate delivery for the retailer from a near-by point. In every way he works with the dealer to a degree made possible only by a local, intimate acquaintance with all of the dealer's conditions and problems.

The jobber's selling expense is spread over many items—it does not have to be carried by wheelbarrows alone. And this saving in selling expense, plus the saving in freight, pays the jobber's cost of doing business, and a legitimate profit besides.

General Wheelbarrow Company regards these points as plain facts. The economies which the jobber can effect over the cost of selling direct, plus immediate delivery, plus a complete service, give him an essential place in the distribution of wheelbarrows.

Write for the new General Handbook No. 107 and the name of your nearest General jobber.

GENERAL WHEELBARROW COMPANY

Headquarters for

Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Scrapers, Salamanders.

3140 East 65th Street Cleveland, Ohio

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